



ABCS Insights

Making Media More Valuable

CPG Focused Case Studies

Attached are blinded cases studies of actual studies conducted by ABCS Insights.

To learn more about our approach to measuring cross-channel, full funnel media, including instore media, contact:

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Digital Media Campaign for a Beauty Brand Increased Sales Effect at Walmart

ABCS Insights was asked to independently measure the effectiveness of a **national beauty brand's commerce media campaign** to drive sales at Walmart. The campaign had positive effects and helped increase overall sales for both the hero (advertised item) and halo (brand level) products.

ABCS Insights used experimental design to match households exposed to the ads with a similar control group of households. We leveraged our receipt panel of 23M monthly active consumers to understand sales performance.

7.9 Million households were reached. The campaign delivered the following results (at Walmart):

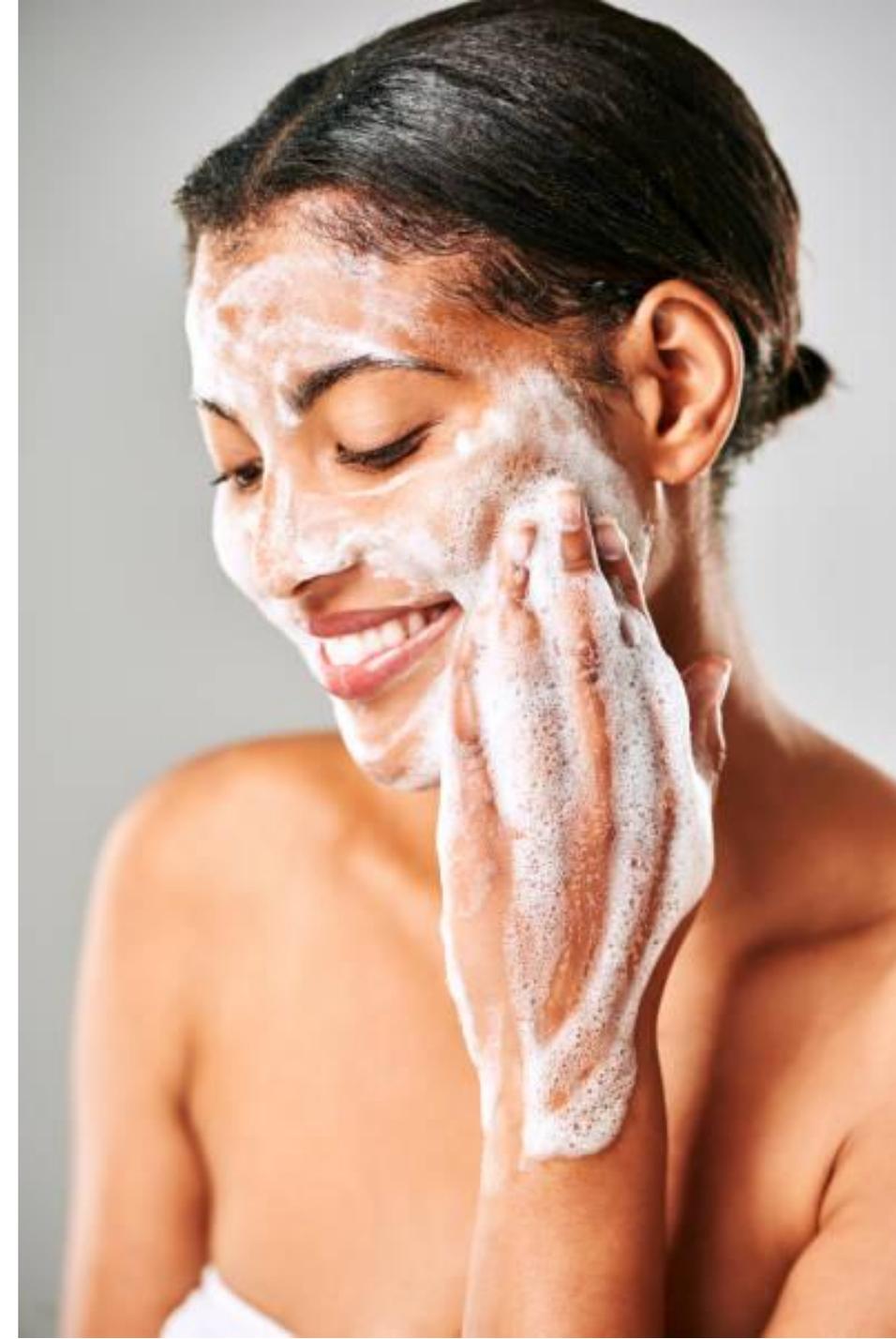
+24.4%
HH PENETRATION
HERO

+7.54%
HH PENETRATION
HALO

+35.9%
SALES LIFT

\$7.26
TOTAL ROAS

\$1.09
INCREMENTAL ROAS



Digital Media Campaign for Eye Drop Brand Increases Sales at Walmart, Target, & CVS

ABCS Insights was asked to independently measure the full funnel performance of a **leading eye drop brand's digital media campaign**. The campaign had positive effects and helped increase the overall sales performance, including assessing results at Walmart, Target and CVS specifically.

ABCS Insights used experimental design to match households exposed to the ads with a similar control group of households. We leveraged our receipt panel containing 23M monthly active consumers to understand sales performance.

3.9 Million households were reached. The campaign delivered the following results:

+55.3%

TOTAL SALES
14X Norm

+28.2%

HH PENETRATION
12X Norm

\$3.16

TOTAL ROAS

\$1.13

INCREMENTAL ROAS



DOOH in Bar Setting Drives Increased Sales Lift (On-Premise and In-Retail Stores) for CPG Brand.

ABCS Insights was asked to measure the effectiveness of a **popular beverage brand's DOOH campaign** in driving incremental sales. The ads were served on **TV screens in bars/restaurants**.

ABCS Insights received MAIDs directly from the media partner, but also leveraged our credit, bank and debit card data from 18 million households to supplement exposures. We used experimental design to match households exposed to the ads with a similar control group of households. We leveraged our itemized receipt data from 23 million households to understand sales performance.

4 Million households were reached. The campaign delivered the following results:

+7.7%

SALES LIFT OVERALL
2X NORM

+119%

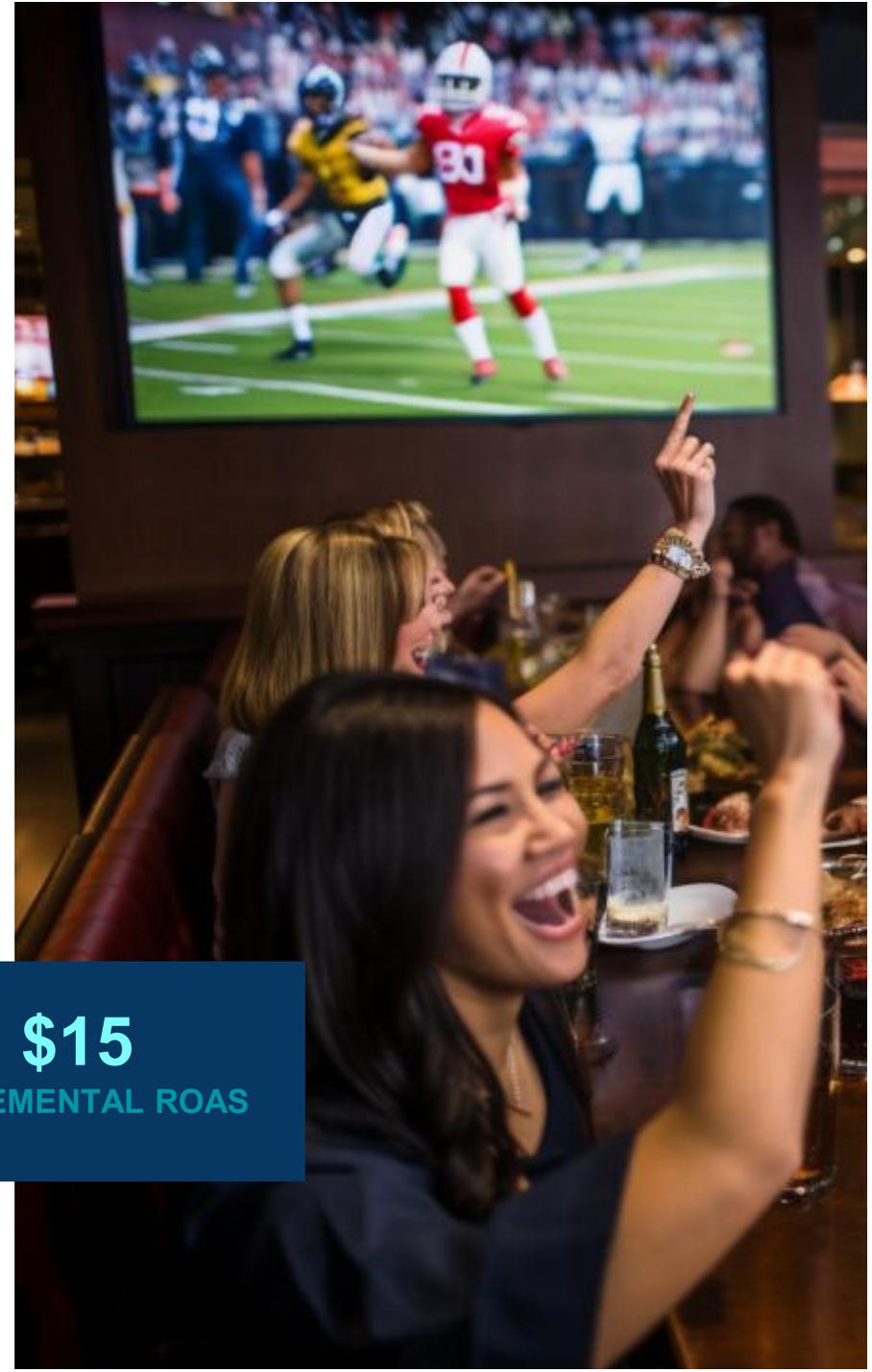
ON-PREMISE SALES LIFT
30X NORM

+3.8%

HH PENETRATION
1.7X NORM

\$15

INCREMENTAL ROAS



DOOH in Gym Setting Drives Increased Sales Lift & iROAS for CPG Brand.

ABCS Insights was asked by to measure the effectiveness of a **popular beverage brand's zero-sugar offering DOOH campaign** in driving incremental sales at retail. The ads were served on **TV screens in health clubs/gyms**.

ABCS Insights received MAIDs directly from the media partner, but also leveraged our credit, bank and debit card data from 18 million households to supplement exposures. We used experimental design to match households exposed to the ads with a similar control group of households. We leveraged our itemized receipt data from 23 million households to understand sales performance.

2.5 Million households were reached. The campaign delivered the following results:

+10.6%
SALES LIFT
2.7X NORM

+7.8%
HH PENETRATION
3.4X NORM

\$20.00
TOTAL ROAS

\$1.95
INCREMENTAL ROAS



Water Brand Drives Increased Foot Traffic and Brand & Category Sales to Wawa's c-stores.

ABCS Insights was asked to measure the effectiveness of a **regional water brand's** campaign in driving visits and sales of the brand and water category at Wawa's. The campaign included **programmatic DOOH, programmatic display and GasBuddy media**. It had a significant impact for the retailer and the brand.

ABCS Insights pixelated all the digital media. We used experimental design to match households exposed to the ads with a similar control group of households. We leveraged our itemized receipt data from 23 million households to understand brand and category sales performance. We also geofenced all the Wawa's locations to understand foot traffic.

3.6 Million households were reached. The campaign delivered the following results:



+12%

INCREASE IN VISITS
to WAWA

+9%

INCREASE IN VISITORS
to WAWA

+24%

SALES LIFT IN THE WATER
CATEGORY AT WAWA

+55K

WATER CATEGORY
HH PENETRATION AT WAWA

+43%

BRAND SALES LIFT
10X Norm

+57%

BRAND HH PENETRATION
25X Norm

\$1.83

BRAND TOTAL ROAS
(\$ AT WAWA)

\$0.55

BRAND INCREMENTAL
ROAS (\$ AT WAWA)

In-Store Signage - Amplified with Digital Media - Drives Increased Sales for Alcohol Brand

ABCS Insights was asked to measure the effectiveness of a **spirit brand's** campaign in driving incremental sales at retail. The campaign included **shelf signage** in the alcohol aisle inside of Walmart, Kroger & Albertsons, as well as **digital display** advertising.

ABCS Insights pixelated the digital media. To include households exposed to the in-store signage, we leveraged our receipt data from 23 million households to identify those that bought the alcohol category in the stores where the signs were placed. We used experimental design to match households exposed to the ads with a similar control group of households. We leveraged our itemized receipt data from 23 million households to understand sales performance.

7.8 Million households were reached. The campaign delivered the following results:

+77%

SALES LIFT
10X NORM

+64%

HH PENETRATION
10X NORM

\$3.80

TOTAL ROAS

\$0.86

INCREMENTAL (SHORT-TERM) ROAS



Digital and Social Media Increased Brand Awareness & Perceptions of Alcohol Brand

ABCS Insights was asked to measure the effectiveness of a **spirit brand's** campaign in driving brand effect at retail. The campaign included **4 forms of media**:

- Article on newyorker.com
- Banner post on Facebook
- Video post on Facebook
- Banner post on Instagram.

We used experimental design to match households exposed to the ads with a similar control group of households. We custom designed the survey with our client and surveyed households from our 20M U.S. opt-in panel to better understand consumer perceptions.

The campaign delivered the following results:

+25.1%

UNAIDED AWARENESS

Norm: 15.8%

+5.1%

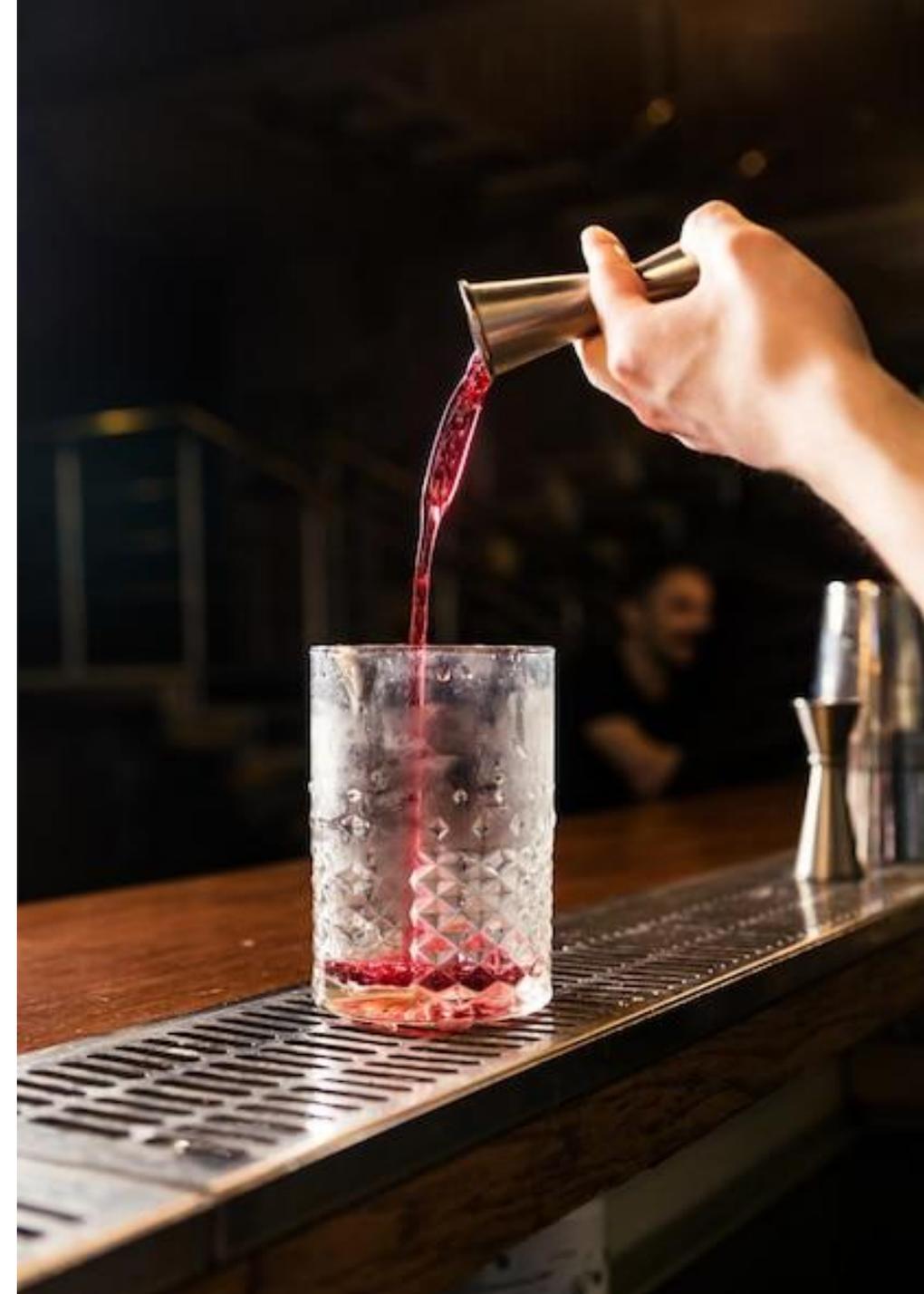
FAVORABILITY

Norm: 4.4%

+5.4%

CONSIDERATION

Norm: 4.3%



Programmatic Digital Media Ads Drove Consumers to Buy Beer Brand at Wawa c-store

ABCS Insights was asked to measure the effectiveness of a **beer brand's** campaign in driving incremental sales **at Wawa**. The campaign included **programmatic digital media ads**.

ABCS Insights pixelated all the digital media. We used experimental design to match households exposed to the ads with a similar control group of households based on pre-period buying behaviors. We leveraged our itemized receipt data from 23 million households to understand sales performance.

2 Million households were reached. The campaign delivered the following results specifically at Wawa:

+50.5%

SALES LIFT

13X Norm

+79%

HH PENETRATION

34X Norm

\$6.82

TOTAL ROAS

\$2.29

INCREMENTAL ROAS



Full Funnel Measurement for High-End Beauty Brand

ABCS Insights was asked to independently measure the full funnel performance of a **high-end beauty brand's social media campaign** (Instagram, TikTok, YouTube).

We delivered upper funnel metrics via our Brand Effects Survey, mid funnel (website traffic), and sales performance (Sales Effect) results.

ABCS Insights used experimental design to match households exposed to the ads with a similar control group of households. We:

- Conducted an ABCS survey panel of 20M to measure brand and consideration effect metrics
- Utilized a receipt panel of 15M to measure sales effect metrics
- Utilized ABCS web meter panel of 600K individuals to measure website visitation

1.8 Million households were reached.

+34%

PURCHASE INTENT
(BRAND EFFECTS)

+16.5%

INCREMENTAL WEB VISITS
(WEB TRAFFIC)

+27%

SALES LIFT
(SALES EFFECTS)

1.75X

ROAS
(SALES EFFECTS)



Digital Media Campaign for Leading Tortilla Chip & Dip Brand Increases Sales at Walmart

ABCS Insights was asked to independently measure the performance of a **leading tortilla chip and dip brand's digital media campaign** at Walmart.

ABCS Insights used experimental design to match households exposed to the ads with a similar control group of households; thereby associating any changes in sales performance to the media campaign. Households were exposed to one type of creative. We leveraged our receipt data from 23 million households to understand sales performance.

9.7 Million households were reached. The campaign delivered the following results (at Walmart):

+6.36%
TOTAL SALES LIFT

+5.55%
SALES PENETRATION

\$18.04
TOTAL ROAS

\$1.08
INCREMENTAL ROAS

+8.38%
CREATIVE 1:
SALES LIFT

+4.36%
CREATIVE 2: SALES
LIFT



Digital Media Campaign for Pasta Brand Increases Brand Perception and Awareness

ABCS Insights was asked to independently measure the performance of a **pasta brand's digital media campaign**.

ABCS pixelated all digital media to detect exposed households. Households exposed to the ads were matched with a similar control group of households; thereby associating any changes in brand perception to the media campaign. We conducted a brand survey to controlled and exposed households to measure brand effects.

2.4 Million households were reached. The campaign delivered the following results:

+5.0%
ADD RECALL LIFT

+8.0%
UNAIDED AWARENESS

+3.6%
PURCHASE INTENT

